

IN THE CLAIMS

This listing of claims will replace all prior versions of claims in the application.

14. (canceled)

16. (canceled)

17. (previously presented) A method for displaying information on an electronic billboard, comprising the steps of:

providing a first electronic billboard at a first location;

coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

providing a second electronic billboard at a second location;

coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

coupling the first and second information handling systems to a third information handling system over the Internet;

selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

displaying the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards, wherein the list includes a map of the first and second locations.

18. – 21. (canceled)

22. (previously presented) A system for displaying information on an electronic billboard, comprising:

means for providing a first electronic billboard at a first location;

means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

means for providing a second electronic billboard at a second location;

means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

means for coupling the first and second information handling systems to a third information handling system over the Internet;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

means for displaying the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards,

wherein the list includes a map of the first and second locations.

23. (previously presented) A system for displaying information on an electronic billboard, comprising:

- means for providing a first electronic billboard at a first location;

- means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

- means for providing a second electronic billboard at a second location;

- means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

- means for coupling the first and second information handling systems to a third information handling system over the Internet;

- means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

- means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard;

- means for displaying the information on the selected electronic billboard; and

- means for charging an amount of money for the display of the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards, wherein the list includes a map of the first and second locations.

24. (original) A method of advertising, comprising the steps of:
uploading advertising data to an ebillboard.net server via a remote computer by an advertiser;
uploading additional information concerning the advertiser via the remote computer by the advertiser at the advertiser's option;
transmitting the advertising data from the ebillboard.net server to a selected billboard;
transmitting the optional additional information concerning the advertiser from the ebillboard.net server to a web site dedicated to the selected billboard;
displaying on the selected billboard the advertising information at a selected time.

25. (original) The method as recited in claim 24, wherein a consumer viewing the selected billboard is informed of the availability of additional information concerning the advertiser at the web site dedicated to the selected billboard.

27. – 28. (canceled)

29. (currently amended) ~~The computer program product as recited in claim 27,~~ A computer program product adaptable for storage on a computer readable medium, the computer program product operable for displaying information on an electronic display, comprising the program steps of:

receiving over a first network first information and a designation of a first target display; and

sending the first information over a second network to the first designated target display, wherein the first information is accompanied with a time when the first information is to be displayed on the first designated target display, and
wherein the second network is the Internet.

30. (currently amended) ~~The computer program product as recited in claim 27,~~ A computer program product adaptable for storage on a computer readable medium, the computer program product operable for displaying information on an electronic display, comprising the program steps of:

receiving over a first network first information and a designation of a first target display; and

sending the first information over a second network to the first designated target display, wherein the first information is accompanied with a time when the first information is to be displayed on the first designated target display, and

wherein the first and second networks are part of the Internet.

31. – 32. (canceled)

33. (currently amended) ~~The computer program product as recited in claim 32,~~ A computer program product adaptable for storage on a computer readable medium, the computer program product operable for displaying information on an electronic display, comprising the program steps of:

receiving over a first network first information and a designation of a first target display; and

sending the first information over a second network to the first designated target display, wherein the first information is accompanied with a time when the first information is to be displayed on the first designated target display,

wherein the first designated target display is selected from one of a plurality of target displays to which the first information could be designated, and
wherein the first and second networks are part of the Internet.

34. (previously presented) The computer program product as recited in claim 33, further comprising the program steps of:

receiving over the first network second information and a designation of a second target display; and

sending the second information over the second network to the second designated target display.

35. (previously presented) The computer program product as recited in claim 33, wherein in the receiving step the first information is accompanied with a designation of a second target display, and further comprising the program step of sending the first information over the second network to the second designated target display.

37. – 39. (canceled)

40. (currently amended) ~~The computer program product as recited in claim 37,~~ A computer program product adaptable for storage on a computer readable medium, the computer program product operable for uploading content to an electronic display, comprising the program steps of:

receiving content;

receiving a designation of a target display device to display the content; and

receiving a designation of a time that the target display device is to display the content,

wherein the second receiving program step further comprises the program steps of:

outputting information on whether the target display device is available to display the content;

permitting a selection of the target display device if it is available to display the content; and

preventing a selection of the target display device if it is not available to display the content.

41. (currently amended) ~~The computer program product as recited in claim 37, A computer program product adaptable for storage on a computer readable medium, the computer program product operable for uploading content to an electronic display, comprising the program steps of:~~

receiving content;

receiving a designation of a target display device to display the content; and

receiving a designation of a time that the target display device is to display the content,

wherein the third receiving program step further comprises the steps of:

outputting information on date and time availability of the target display device to display the content;

permitting a selection of the target display device at a selected date and time if the target display device is available to display the content at the selected date and time; and

preventing a selection of the target display device at the selected date and time if the target display device is not available to display the content at the selected date and time.

55. (previously presented) A method as recited in claim 17, wherein the map is displayed on the third information handling system.